

To: Heller, Edmund G., Waechter, Liane, 1710 - Pittsburgh ROU, McGovern, M D.,
 Evanchik, A E., Fricke, R H., Petrone, Mike J., Wolfe, Lanny, McHugh, Michael,
 James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R, Mitchell, Greg,
 Sirianni, Suzanne M., 1110 - Boston ROU (PROVENL), Reidy, Gerald J., Keeney, David,
 Smith, Richard A., Gambardella, Mark R., Brown, Greg, Ciesluk, M, Bomgardner, Denny L.,
 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Kinney, W H.,
 Devine, John C., Gay, R E., Fall, Eric D., 1300 - Philadelphia Region (HAYESJ4),
 1310 - Philadelphia ROU (METZG), Loftin, Jerry R., Nunn, Stephen J.,
 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE), Dabaghian, Charles N.,
 Fusco, Peter J., Alese, Louann F., Cleardin, Sean, Cobucci, M J., Taylor, William M.,
 Riess, Christian B., Mcallister, George E., McGavin, Nate J., Roth, Kari L.,
 Laberge, David M., Chomko, Daniel, Weber, R L., Bangle, Rich F., Podnieks, David L.,
 Henry, Luise A., Hart, Joseph G., Green, Herbert K., Wagner, Steve F., Crosby, Judy L.

From: Kuruc, Nick
 Posted: 7/27/98 15:06
 Opened: 7/28/98 8:21
 Subject: Couponing Program

ROU Communication To Retail Divisions: SIS Access Primary Supplier # 425769 (supermarkets only)

IMPORTANT CHANGE TO LETTER OF JULY 22

See attachments

Sales	Retail
1221	1222 20, 21, 24, 25, 26
1222	1223 27, 30
1223	1224 20, 21, 22, 24, 25, 26, 27
1224	1225 27
1225	1226
1226	1227
1227	1228
1228	1229
1229	1230
1230	1231
1231	1232
1232	1233
1233	1234
1234	1235
1235	1236
1236	1237
1237	1238
1238	1239
1239	1240
1240	1241
1241	1242
1242	1243
1243	1244
1244	1245
1245	1246
1246	1247
1247	1248
1248	1249
1249	1250
1250	1251
1251	1252
1252	1253
1253	1254
1254	1255
1255	1256
1256	1257
1257	1258
1258	1259
1259	1260
1260	1261
1261	1262
1262	1263
1263	1264
1264	1265
1265	1266
1266	1267
1267	1268
1268	1269
1269	1270
1270	1271
1271	1272
1272	1273
1273	1274
1274	1275
1275	1276
1276	1277
1277	1278
1278	1279
1279	1280
1280	1281
1281	1282
1282	1283
1283	1284
1284	1285
1285	1286
1286	1287
1287	1288
1288	1289
1289	1290
1290	1291
1291	1292
1292	1293
1293	1294
1294	1295
1295	1296
1296	1297
1297	1298
1298	1299
1299	1300
1300	1301
1301	1302
1302	1303
1303	1304
1304	1305
1305	1306
1306	1307
1307	1308
1308	1309
1309	1310
1310	1311
1311	1312
1312	1313
1313	1314
1314	1315
1315	1316
1316	1317
1317	1318
1318	1319
1319	1320
1320	1321
1321	1322
1322	1323
1323	1324
1324	1325
1325	1326
1326	1327
1327	1328
1328	1329
1329	1330
1330	1331
1331	1332
1332	1333
1333	1334
1334	1335
1335	1336
1336	1337
1337	1338
1338	1339
1339	1340
1340	1341
1341	1342
1342	1343
1343	1344
1344	1345
1345	1346
1346	1347
1347	1348
1348	1349
1349	1350
1350	1351
1351	1352
1352	1353
1353	1354
1354	1355
1355	1356
1356	1357
1357	1358
1358	1359
1359	1360
1360	1361
1361	1362
1362	1363
1363	1364
1364	1365
1365	1366
1366	1367
1367	1368
1368	1369
1369	1370
1370	1371
1371	1372
1372	1373
1373	1374
1374	1375
1375	1376
1376	1377
1377	1378
1378	1379
1379	1380
1380	1381
1381	1382
1382	1383
1383	1384
1384	1385
1385	1386
1386	1387
1387	1388
1388	1389
1389	1390
1390	1391
1391	1392
1392	1393
1393	1394
1394	1395
1395	1396
1396	1397
1397	1398
1398	1399
1399	1400
1400	1401
1401	1402
1402	1403
1403	1404
1404	1405
1405	1406
1406	1407
1407	1408
1408	1409
1409	1410
1410	1411
1411	1412
1412	1413
1413	1414
1414	1415
1415	1416
1416	1417
1417	1418
1418	1419
1419	1420
1420	1421
1421	1422
1422	1423
1423	1424
1424	1425
1425	1426
1426	1427
1427	1428
1428	1429
1429	1430
1430	1431
1431	1432
1432	1433
1433	1434
1434	1435
1435	1436
1436	1437
1437	1438
1438	1439
1439	1440
1440	1441
1441	1442
1442	1443
1443	1444
1444	1445
1445	1446
1446	1447
1447	1448
1448	1449
1449	1450
1450	1451
1451	1452
1452	1453
1453	1454
1454	1455
1455	1456
1456	1457
1457	1458
1458	1459
1459	1460
1460	1461
1461	1462
1462	1463
1463	1464
1464	1465
1465	1466
1466	1467
1467	1468
1468	1469
1469	1470
1470	1471
1471	1472
1472	1473
1473	1474
1474	1475
1475	1476
1476	1477
1477	1478
1478	1479
1479	1480
1480	1481
1481	1482
1482	1483
1483	1484
1484	1485
1485	1486
1486	1487
1487	1488
1488	1489
1489	1490
1490	1491
1491	1492
1492	1493
1493	1494
1494	1495
1495	1496
1496	1497
1497	1498
1498	1499
1499	1500
1500	1501
1501	1502
1502	1503
1503	1504
1504	1505
1505	1506
1506	1507
1507	1508
1508	1509
1509	1510
1510	1511
1511	1512
1512	1513
1513	1514
1514	1515
1515	1516
1516	1517
1517	1518
1518	1519
1519	1520
1520	1521
1521	1522
1522	1523
1523	1524
1524	1525
1525	1526
1526	1527
1527	1528
1528	1529
1529	1530
1530	1531
1531	1532
1532	1533
1533	1534
1534	1535
1535	1536
1536	1537
1537	1538
1538	1539
1539	1540
1540	1541
1541	1542
1542	1543
1543	1544
1544	1545
1545	1546
1546	1547
1547	1548
1548	1549
1549	1550
1550	1551
1551	1552
1552	1553
1553	1554
1554	1555
1555	1556
1556	1557
1557	1558
1558	1559
1559	1560
1560	1561
1561	1562
1562	1563
1563	1564
1564	1565
1565	1566
1566	1567
1567	1568
1568	1569
1569	1570
1570	1571
1571	1572
1572	1573
1573	1574
1574	1575
1575	1576
1576	1577
1577	1578
1578	1579
1579	1580
1580	1581
1581	1582
1582	1583
1583	1584
1584	1585
1585	1586
1586	1587
1587	1588
1588	1589
1589	1590
1590	1591
1591	1592
1592	1593
1593	1594
1594	1595
1595	1596
1596	1597
1597	1598
1598	1599
1599	1600
1600	1601
1601	1602
1602	1603
1603	1604
1604	1605
1605	1606
1606	1607
1607	1608
1608	1609
1609	1610
1610	1611
1611	1612
1612	1613
1613	1614
1614	1615
1615	1616
1616	1617
1617	1618
1618	1619
1619	1620
1620	1621
1621	1622
1622	1623
1623	1624
1624	1625
1625	1626
1626	1627
1627	1628
1628	1629
1629	1630
1630	1631
1631	1632
1632	1633
1633	1634
1634	1635
1635	1636
1636	1637
1637	1638
1638	1639
1639	1640
1640	1641
1641	1642
1642	1643
1643	1644
1644	1645
1645	1646
1646	1647
1647	1648
1648	1649
1649	1650



G. N. Kuruc, Jr.
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
Phone 732-225-4774
Fax 732-417-9076

July 27, 1998

To: All Retail Divisions With Responsibility For Shop Rite Stores
(ROU Communication: Access SIS Primary Supplier # 425769)

Subject: **In Store Couponing**

A change to my letter of July 21 with regard to Wakefern Warehouse Couponing has been made due to issues with those Shop Rite Locations that have Philip Morris Exclusive Agreements. Listed below are details:

- ☐ All couponing of cartons must be handled at store level. PM Exclusive Accounts should be excluded from the couponing effort.
- ☐ Winston Brand Styles should be couponed at the rate of \$2.50 in New Jersey, Pennsylvania, and Connecticut, and \$3.00 in New York. Salem and Doral should be couponed according to the *Matching Strategy*.
- ☐ Retail Reps should leave suggested orders for replenishment of those cartons couponed to ensure adequate stock levels are maintained.
- ☐ Couponing should take place during the months of August and September
- ☐ Call frequencies on Shop Rite Stores should be increased to a minimum of twice monthly.

We have a tremendous opportunity to build volume and share. Our major competitor has been slow to react. At this time no plans have been to promote their brands in any other manner than a scanning buy down which cannot be done in Shop Rite Stores.

If you have any questions regarding the above, please call me.

Nick Kuruc

51853 4993